

**AMENDMENT TO THE CLAIMS:**

1. (Currently Amended): A display stand for articles such as cosmetic products, ~~characterized in that it comprises~~ comprising: a vertical board (1) that has a rear face (4) and a front face (5) formed at least partially by a plurality of first panels (7) and a plurality of second panels (8) inclined relative to the first panels (7), the first and second panels (7, 8) being produced as a single piece together with the board (1), in that each first panels (7) is interposed between two second panels (8) and each second panel (8) is interposed between two first panels (7), thereby defining a relief substantially in the form of a crest, and in that the first panels (7) are designed to accommodate said articles (10), and at least one of the second panels (8) arranged opposite one of the first panels has a reflective surface (8a) such that a person facing the board (1) can either directly observe said articles or can observe the image of said articles reflected in the first panel (7) placed opposite indirectly on said abovementioned second panel (8).
2. (Currently Amended): The display stand as claimed in claim 1, ~~in which~~ wherein the second panels (8) each have a reflective surface (8a).
3. (Currently Amended): The display stand as claimed in ~~either claim 1 or 2, in~~ which, wherein the first and second panels (7, 8) extend over the entire width of the front face (5) of board (1)
4. (Currently Amended): The display stand as claimed in ~~any one of the preceding claims, in which~~ claim 1, wherein each reflective surface (8a) is formed by a flat mirror attached directly to the corresponding second panel (8)
5. (Currently Amended): The display stand as claimed in ~~any one of the preceding claims, in which~~ claim 1, wherein each first panel (7) comprises a plurality of recesses (71) in which the articles are designed to be arranged.

6. (Currently Amended): The display stand as claimed in claim 5, ~~in which~~ wherein a transparent plate (9) is attached pivotably to each first panel (7) to enable the articles arranged in the plurality of recesses (71) to be covered.

7. (Currently Amended): The display stand is claimed in ~~any one of the preceding claims, in which~~ claim 1, wherein the first panel (7) also has a reflective surface.

8. (Currently Amended): The display stand as claimed in ~~any one of the preceding claims, in which~~ claim 1, wherein the board (4) extends substantially vertically, the first panels (7) being inclined downward and the second panels (8) being inclined upward.